AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~trading service method~~, wherein the method comprises~~comprising the step of~~:

receiving ~~through a telecommunications network~~ a request to trade ~~for~~trading points awarded to a customer ~~gets~~from a member shop, and

carrying out a transaction corresponding to the request to trade ~~for~~trading points with at least one other customer.

2. (*Original*) The method of claim 1, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

3. (*Currently Amended*) The method of claim 1, wherein the method further comprises ~~comprising the step of:~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

4. (*Currently Amended*) A <u>method for exchanging trading points through a</u> <u>telecommunications network</u><s>points trading service method</s>, <u>wherein</u> the method comprises<s>comprising the steps of</s>:

<s>(a)</s> collecting information regarding a <u>customer's</u> <s>customers'</s> trading points portfolio from member shops and storing the information in a customer database;

<s>(b)</s> receiving information on a <u>trading</u> points trade request from a customer; and

<s>(c)</s> initiating a <s>trading points</s> transaction with at least one other customer according to the received <u>trading</u> points trade request.

5. (*Original*) The method of claim 4, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

6. (*Currently Amended*) The method of claim 4, <u>wherein the method</u> further <u>comprises</u> <s>comprising the step of:</s> updating <u>the</u> <s>a</s> customer database and a transaction database according to a result from the trading points transaction<s>, and sending the result to the corresponding member shop</s>.

7. (*Currently Amended*) The method of claim 5, <u>wherein the method</u> further <u>comprises</u> <s>comprising the step of:</s> updating <u>the</u> <s>a</s> customer database and a transaction database according to a result from the trading points transaction<s>, and sending the result to the corresponding member shop</s>.

8. (*Currently Amended*) The method of claim 4, wherein the method further comprises comprising the step of: calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

9. (*Currently Amended*) The method of claim 5, wherein the method further comprising the step of: calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

10. (*Currently Amended*) A method for exchanging trading points through a telecommunications networkpoints trading service method, wherein the method compriseseomprising the steps of:

collecting information regarding a customer's eustomers' trading points portfolio from member shops and storing the information in a customer database;

sending information regarding on the customer's trading points and exchange rates stored in the customer database;

receiving a trading points trade request from the customer to exchange trading points with at least one other customer; and

transacting the customer's points according to the received trading points trade request.

4

11. (*Original*) The method of claim 10, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

12. (*Currently Amended*) The method of claim 10, wherein the customer's trade request further comprises ~~is for~~ changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

13. (*Currently Amended*) The method of claim 11, wherein the customer's trade request further comprises ~~is for~~ changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

14. (*Currently Amended*) The method of claim 10, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

15. (*Currently Amended*) The method of claim 11, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

16. (*Currently Amended*) The method of claim 10, <u>wherein the method further comprises</u> ~~further comprising the step of~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

17. (*Currently Amended*) The method of claim 11, <u>wherein the method further comprises</u> ~~further comprising the step of~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

18. (*Currently Amended*) A <u>method for exchanging trading points through a telecommunications network</u>~~points trade service method~~, <u>wherein</u> the method ~~comprising the steps of~~<u>comprises</u>:

    receiving a request <u>a customer</u> to buy trading points from <u>at least one other</u> ~~a~~customer;

    buying trading points corresponding to the request; and

    updating a customer database according to a result from the buying <u>of trading points</u>~~process~~, and sending the result to a member shop that corresponds to the trading points.

19. (*Currently Amended*) The method of claim 18, <u>wherein the method further comprises</u> ~~further comprising the step of~~sending information concerning the customer's trading points and transaction exchange rates stored in the customer database to the customer.

20. (*Original*) The method claim 18, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

21. (*Cancelled*).

22. (*Currently Amended*) The method of claim 18, <u>wherein the method further comprises</u> ~~further comprising the step of:~~updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

23. (*Currently Amended*) The method of claim 19, <u>wherein the method further comprises</u> ~~further comprising the step of:~~updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

24. (*Currently Amended*) The method of claim 18, <u>wherein the method further comprises</u> ~~further comprising the step of:~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

25. (*Currently Amended*) The method of claim 19, <u>wherein the method further comprises</u> ~~further comprising the step of:~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

26. (*Currently Amended*) The method of claim 22, <u>wherein the method further comprises</u> ~~further comprising the step of:~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

27. (*Currently Amended*) The method of claim 23, <u>wherein the method further comprises</u> ~~further comprising the step of:~~calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

28. (*Currently Amended*) <u>An</u> ~~A points trading service~~ apparatus for providing a points trading service through a telecommunications network, the apparatus comprising:

an information collecting unit for collecting information on a <u>customer's</u> ~~customers'~~ trading points from a plurality of member shops;

a customer database for storing the information on the <u>customer's</u> ~~customers'~~ trading points received from the member shops;

a transaction processing unit <u>that receives</u> ~~for receiving information on~~ a <u>trading</u> points trade request from a customer, and <u>processes</u> ~~processing~~ a ~~trading point~~ transaction with at least one other customer according <u>to the trading</u> points trade request; and

a transaction database for storing information on the <u>trading</u> points trade request sent from the customer and a result of <u>the transaction</u>~~processing transactions~~.

29. (*Original*) The apparatus of claim 28, further comprising:

an information providing unit for sending customer's trading point information and

transaction exchange information stored in the customer database to the customer.

30. (*Original*) The apparatus of claim 29, wherein the trading points are selected from the

group consisting of: cyber money, product purchasing points, advertisement clicking points,

thank-you coupon, and mileage points.

31. (*Original*) The apparatus of claim 29, wherein the exchange rate information

indicates a cash value or an absolute value corresponding to the trading points and is provided by

a separate system installed outside of the service providing server.

32. (*Original*) The apparatus of claim 28, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading

points in proportion to a good purchased and a service for buying goods with the trading points.

33. (*Original*) The apparatus of claim 29, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading

points in proportion to a good purchased and a service for buying goods with the trading points.

34. (*Original*) The apparatus of claim 30, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading

points in proportion to a good purchased and a service for buying goods with the trading points.

35. (*Original*) The apparatus of claim 31, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading

points in proportion to a good purchased and a service for buying goods with the trading points.

36. (*Currently Amended*) The apparatus of claim 28 [[29]], further comprising:

a network interface for linking a service provider server to a member shop server; and

a web server for linking a customer computer server to the service provider server via an

internet.

37. (*Original*) The apparatus of claim 30, further comprising:

a network interface for linking a service provider server to a member shop server; and

a web server for linking a customer computer server to the service provider server via an

internet.

38. (*Original*) The apparatus of claim 31, further comprising:

a network interface for linking a service provider server to a member shop server; and

a web server for linking a customer computer server to the service provider server via an

internet.

39. (*Currently Amended*) A ~~points trading service~~ system providing ~~wherein~~ a points trading service ~~is provided~~ through a telecommunications network coupled to a customer computer and a member shop computer, the ~~points trading service~~ system comprising:

~~a telecommunications network;~~

a customer computer for sending ~~information on~~ a trading points trade request;

a member shop computer for providing customer's points ~~through the telecommunications network~~; and

a service providing server that stores ~~for storing~~ the customer's points received from the member shop computer, receives ~~receiving information on~~ the trading points ~~point~~ trade request from the customer to exchange trading points with at least one other customer[[,]] and processes a transaction ~~processing point transactions~~ with other customers according to the trading points ~~received~~ trade request ~~information~~.

40. (*Currently Amended*) A computer program product for enabling a computer to execute a points trading transaction, comprising:

software instructions for enabling the computer to perform predetermined operations, and a computer readable medium bearing the software instructions;

said predetermined operations comprising ~~including the steps of~~:

collecting information on a customer's trading points from a member shop;

~~storing at the computer a record of the collected information for each customer;~~

11

receiving ~~information on~~ a trading points trade request from a customer's computer;

executing a trading transaction upon receiving the customer's <u>trading points</u> trade request by trading points with at least one other customer;

calculating the customer's trading point balance once the transaction has been processed; and

sending the customer's final trading point balance to a customer database ~~and the appropriate member shop~~.

41. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

42. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the customer trade request is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.